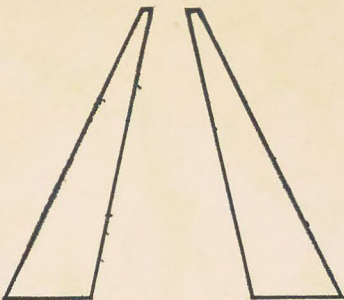
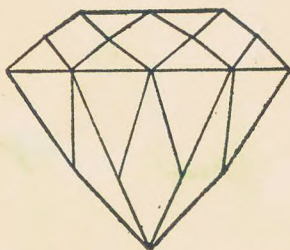




McKINNEY & CO. LTD.



TRADE MARK REG.



DIAMOND IMPORTERS
**WHOLESALE
JEWELLERS**
WINNIPEG ~ CANADA

THE UNIVERSITY OF CHICAGO

LIBRARY

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2104 SET
SINKAWKAS
R220 30780

MCKINNEY & CO. LIMITED

DIAMOND IMPORTERS
WHOLESALE JEWELLERS

FIFTH FLOOR, CANADA BUILDING
WINNIPEG, CANADA

CONFIDENTIAL

**"TRADER"
DISCOUNT**

Uniformly throughout Catalogue

50% OFF

With the exception of Diamond Rings
(Pages 5, 6, 7, 8, 9, 10, 11, 12, 13),
which are

45% OFF

MCKINNEY & CO. LIMITED
WINNIPEG, MANITOBA

Tear out and mark with your private code.



TRADE MARK REGD

ATURE
CATALOGUE

1 9 3 0

NO. G-29



SELECTED VALUES



PRESERVE THIS CATALOGUE—IT WILL MAKE SALES FOR YOU THROUGHOUT 1930

"Let Your Jeweller add the finishing touch."

CONFIDENTIAL

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Uniformly throughout Catalogue

50% OFF

With the Purchase of Diamond Rings
Pages 2, 3, 4, 5, 10, 11, 12
which are

10% OFF

McKENNEY & CO. LIMITED
WINNIPEG, MANITOBA

Terms and conditions with your order card

270 30780

"Let Your Jeweller add the finishing touch."



GIFTS FOR ALL AGES

OUR SPECIALTIES

DIAMOND RINGS
LOOSE DIAMONDS
LADIES' WRIST WATCHES
MEN'S WRIST WATCHES
MEN'S POCKET WATCHES
NEWEST VANITIES
NOVELTIES FROM EVERYWHERE

SEE COMPLETE INDEX ON PAGE 44



IMPORTANT

ALL LINES IN ALL PREVIOUS CATALOGUES HAVE BEEN DISCONTINUED. WE CANNOT FILL ORDERS PLACED FROM THEM

PLEASE PRESERVE THIS ONE

GUARANTEE—

Every article we sell is absolutely guaranteed as represented. Every transaction with us must build goodwill and create a desire for you to deal with us often. YOU MUST BE COMPLETELY SATISFIED.

TERMS—

2% 30 Days or Net 60 Days to all merchants who have an established credit and are rated with Mercantile Agencies.

If placing an order for the first time and you are not rated in Dun's or Bradstreet's, please furnish names of wholesale houses in Winnipeg you are purchasing from on open account, and allow sufficient time for investigation. This delay may be obviated by enclosing remittance with first order or authorizing us to ship C.O.D. 3% cash discount on C.O.D. shipments.

We will be glad to ship Diamonds to C.O.D. accounts care of a Bank Manager or express agent for inspection.

Engraving done on our own goods, on request, at trade prices.

Use the enclosed order blank—it is addressed. Just fold.

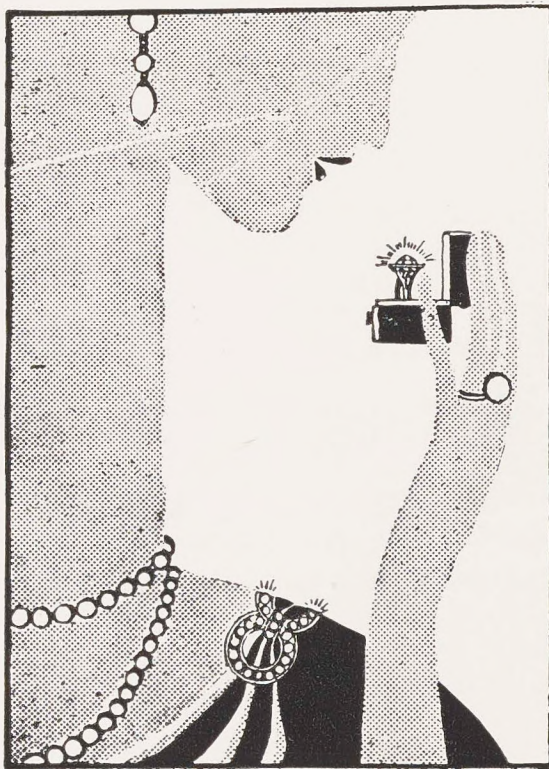
We will be pleased to send you another catalogue when this one becomes soiled.

THE ONLY

DIAMONDS

WE CAN AFFORD TO SELL

... ARE THE KIND OF DIAMONDS YOU NATURALLY WANT
TO BUY—DIAMONDS OF KNOWN VALUE, APPRAISED BY EXPERTS.



UTMOST BEAUTY OF SETTING
UTMOST QUALITY OF DIAMOND
UTMOST SIZE OF STONE
UTMOST DIAMOND VALUE

Diamonds

THE MODERN VOGUE IN MOUNTINGS

G1—\$75
18k White Gold. Newest Style.

G5—\$75
8K White Gold New Claw Basket

G2—\$50
18K White Gold Three Diamonds.

G6—\$50
18K White or 14K Green Gold Dainty Claw.

G3—\$35
18K White Gold Fine Diamond

G4—\$25
14K Green and White Top and Shoulders

G7—\$25
18K White Gold Sapphires on Sides.

G15—\$500
Platinum Ring set with fine Diamond and 12 Smaller, including 2 Baguette Diamonds.

G16—\$400
Platinum with fine Diamond and 8 Smaller including 2 Baguette Diamonds.

G17—\$250
Platinum with Fine Diamonds.

G11—\$200
18K White Gold. New Narrow Shoulder and Spread Claws.

G8—\$175
Platinum Setting in Newest Design.

G12—\$150
18K White Gold. Four Diamonds in Shoulders

G9—\$125
18K White Gold Box Claw. Very latest.

G13—\$125
18K White Gold. Dainty Basket Setting.

G14—\$100
18K White Gold. popular new design.

G10—\$100
18K White Gold Basket Step Shoulders.

"The strength of good quality is in its publicity."

Page 5

Unequalled Diamond Values

\$25.00

GROUP



G61—14k Green.



G64—18k White.



G62—14k Green or 18k White.



G63—14k Green or 18k White.



G65—18k White.

SPECIAL VALUE

\$30.00

Largest Possible Stone
Greatest Possible Value

These Settings have
lasting appeal



G66—18k White.

\$35.00

GROUP



G67—14k Green or Yellow, White Head.



G610—14k Green or 18k White.



G68—18k White.



G69—18k White or 14k Yellow.



G611—14k Green or 18k White.

These Diamond Values Stand Comparison Anywhere



G71—18k White.

\$50.00

GROUP



G74—18k White.



G72—14k Green, White Claws.



G73—18k White.



G75—18k White or 14k Green.

FEATURE VALUE

\$60.00



G76—14k Green, White Top or 18k White.

7 DIAMOND CLUSTER RING

Direct importation from the cutters makes a big saving for you.

You are offered individual stones selected from parcels of Diamonds at parcel prices plus cost of mount and labour.



G77—14k Green, White Shoulders and Head.

\$75.00

GROUP



G710—14k Green or 18k White.



G-78—18k White.



G79—14k Green or 18k White.



G711—18k White.

Your Diamond Ring Selection Here Assures Satisfaction

\$100.00

GROUP

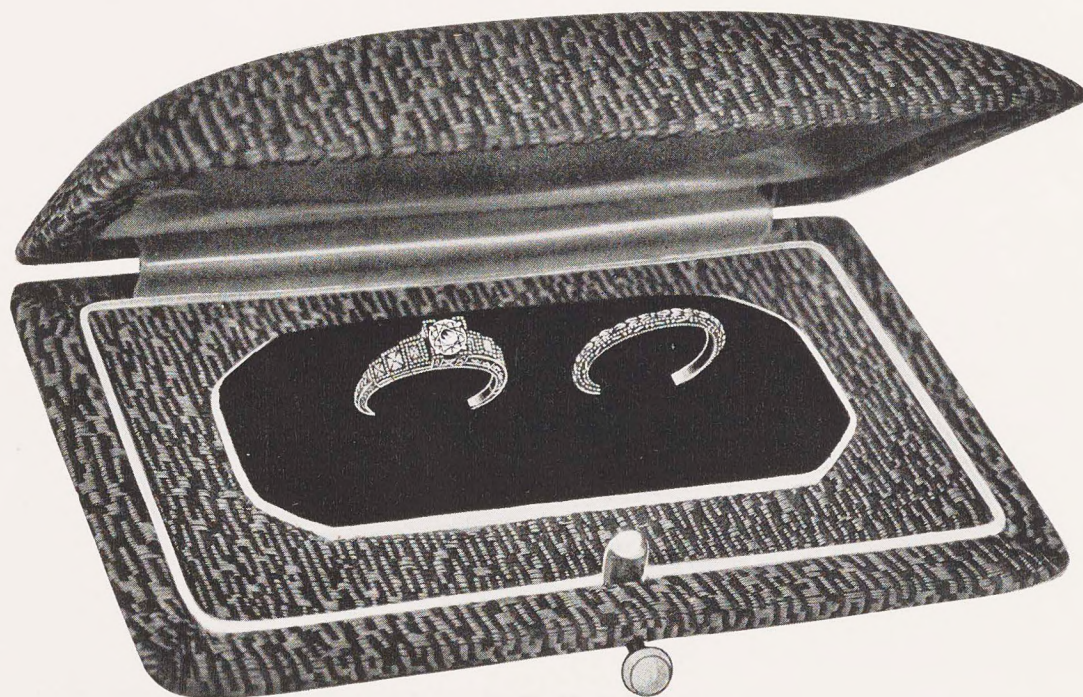


G81—18k White.



G82—14k Green or 18k White.

*Presentation box with
every Ring gratis*



G83—Betrothal Set, 18k White Gold. Engagement and Wedding Ring. Boxed \$100.00



G84—18k White.

*Special values that make
repeat buyers. They tell
their friends*



G85—18k White or 14k Green.

The Popular Diamond Engagement Ring Value

\$125.00

GROUP

*Diamonds at
Direct Importers' Prices*



G91—18k White.



G92—18k White.

*Extra fine quality Diamonds
used in all Rings*



G93—14k Green or 18k White.

*Settings from the most
famous craftsmen*

*All settings on page 8 or 9
are interchangeable*



G94—18k White.



G95—14k Green or 18k
White.

Your Diamond Ring is Constantly Enhancing in Value

THROUGH THEIR INCREASING POPULARITY

\$150.00

GROUP

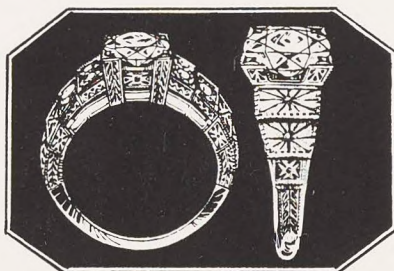


G101—14k Green or
18k White.



G102—18k White.

*Distinguished Settings and
Diamonds of Supreme
Quality*



G103—18k White \$150.00

*All mountings on page 10
or 11 are interchangeable.*

\$175.00

GROUP



G104—18k Yellow,
White Head.



G105—18k White or
14k Yellow.

Our Diamond Prices Are Never High

BUT OUR QUALITIES ARE ALWAYS SO

\$200.00

GROUP

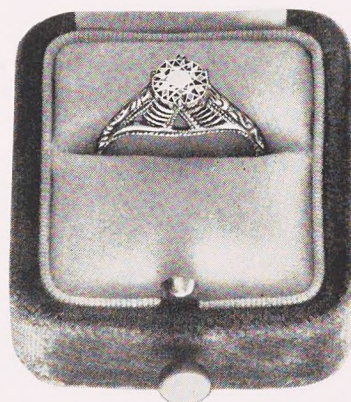
The result of intense heat and tremendous pressure, Diamonds were formed ages before the existence of any life.



The greater your Diamond Engagement Ring investment, the larger your permanent family reserve.

G111—18k White, without Small Diamonds \$200.00
G112—18k White, with 8 Small Diamonds \$275.00

Your Customers' Satisfaction is our objective.



Your Diamond investment is protected by a five billion dollar syndicate.

\$200.00

G113—18k White.



G114—18k White or 14k Green.

\$200.00

GROUP



G115—18k White.

Diamond Dinner Rings

MORE THAN A GIFT—A COMPLIMENT

LARGE SELECTION
ALWAYS IN STOCK

FEATURING THE
MODERN STYLES



G121—14k White, 4
Sapphires, full cut Dia-
mond. Very stylish. ■
\$25.00



G122—14k White, Full
cut Diamond and two
Emeralds. Dainty Din-
ner Ring. \$20.00



G123—14k White, Full
Cut Diamond, 2 Sap-
phires. Very attractive.
\$30.00



G124—18k White, Five
Full Cut Diamonds.
Elegant ring. \$60.00



G125—18k White, Full
Cut Diamond. \$35.00

G128—Same with two
Diamonds \$40.00



G126—18k White, Full
Cut Diamond. \$50.00

G127—Assortment of Imported Dinner Rings, with Platinum Tops and Numerous Diamonds. \$45.00 to \$100.00.

Men's Diamond Rings

SPECIAL VALUES IN UP-TO-DATE SETTINGS

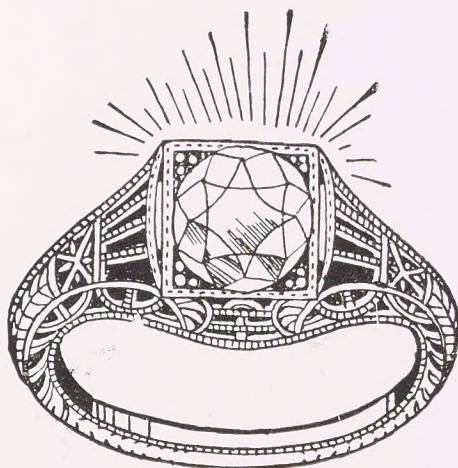


G131—14k Green with White Top. Special value Diamond. \$50.00



G132—14k Green or White Gold. Large Diamond. \$100.00

Diamonds were first discovered in India, where they were worshipped as the eyes of the gods.



G133—14k Green with White Top, Richly Carved. Special Value Diamond. \$150.00

A rooster unearthed a 23-carat Diamond in a tulip bed and marked the beginning of the African Diamond Mines.

Large stock of loose Diamonds at importers' prices.



G134—14k Green with White Top. Extra Fine Diamond. \$200.00



G135—18k Yellow Belcher, White Tips. Fine Quality Diamond. \$250.00.

Diamond Set Seamless Wedding Rings

A GREATER RING
FOR A GREAT EVENT



DIAMOND SET WEDDING
RINGS ARE BECOMING
INCREASINGLY POPULAR

*The eternal Diamond adds fire
and beauty to White Gold Rings.*

*Full cut Diamonds only used
(no chips)*

"PARADISE"



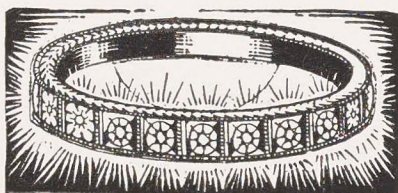
G141—18k White—Set
with 3 Diamonds. \$22.00

G142—Same with 5
Diamonds. \$32.00

The cost is only slightly more

*The pleasure of wearing is a
hundredfold*

"PARADISE" (ENLARGED)



G143—18k White with 7 Diamonds. \$42.00

"LOHENGRIN"



G144—18k White, 5 Diamonds. \$40.00
G145—18k White, 3 Diamonds. 30.00
G146—18k White, 7 Diamonds. 50.00

Seamless Wedding Rings

CHARACTER SERIES

CLEANLY CUT AND ARTISTICALLY EXECUTED MODERN DESIGNS



"TREASURE"

G151—18k White. Matches any Engagement Ring. \$9.00



"DAINTY"

G154—18k White. Lovely Design. \$8.00

G155—Same, 14k Green. \$7.00

Stocked in Ring Sizes 5 to 7

Feature Values



"LOHENGRIN"

G152—18k White. Finely Chased. Very Popular. Narrow Style. \$12.00



"FAVOURITE"

G156—18k White, Hand Carved. Good Weight. \$9.00

G157—14k Yellow, Hand Carved. Good Weight. \$7.00

G158—18k White and Yellow Edge Combination. Hand Carved. \$10.00



"BLOSSOM TIME"

G153—18k White. Good Weight. \$9.00



"BRIDAL CROWN"

G159—18k White. Hand Carved. \$10.50

G1510—Plain Yellow Gold Wedding Rings to order in carat and weight required.

Special Platinum Wedding Ring Values



G1511—Platinum, Hand Carved. \$35.00



G1512—Platinum, Beautiful Blossom Design. \$32.00.



G1513—Platinum, Hand Carved. \$30.00.

Rings of Loveliness



TOPAZ
G161—14k White,
Genuine Stone. \$14.00



RUBY
G162—14k White,
Twin Stone. \$8.00



"BIRTHDAY"
G163—10k Green, 12
Birthstones. \$2.50



"BIRTHDAY"
G164—10k Green,
Topaz, Ruby, Ameth.,
Emer., Sapph., Aqua.
\$3.50



"SIGNET"
G165—10k Yellow,
White Top and Initial
on Black Onyx.



"BABY"
G166—10k Baby Stone
Ring. Assorted. \$1.50

New Colored Stone Ring

AQUA
EMERALD
AMETHYST



RUBY
SAPPHIRE
TOPAZ



G167—14k White,
Good weight, Fine
Lacy Design. \$7.50



"EMERALD"
G1610—14k White
Hard Emerald. \$12.00



"TOPAZ"
G1611—14k White
Twin Stone. \$8.00



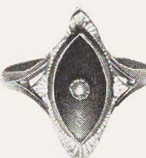
"BIRTHDAY"
G1612—14k White, 6
colours of stones. \$3.00



"CAMEO"
G1613—14k White,
Real Cameo. \$6.00



"AMETHYST"
G168—14k White. An Exquisite
New Finger Ring Real Stone.
Latest Style. \$22.00



"PEARL ON ONYX"
G1614—10k Yellow,
White Top, Black Onyx
with Pearl. \$5.00
Assorted half dozen at
\$54.00 doz.



"DIAMOND ON ONYX"
G169—14k White,
Black Onyx and Full
Cut Diamond. Hand
Carved. \$18.00



"TOPAZ OR
AMETHYST"
G1615—10k White,
Hand Engraved. \$6.00

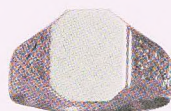
Signet, Emblem, and Stone Rings

CHERISHED THROUGH THE YEARS



G171—10k Green.
Good weight. \$9.00

G1712—Coloured Stone Rings for Men, Garnet, Ruby, Topaz, Bloodstone, Emerald, Amethyst, Sapphire. 10k Green Gold Engraved. \$8.00



G172—14k Green, White Top, Rich Hand Carving. Good Weight \$18.00

Special Value 10k Signet Rings



"BABY"
G173—10k Green, \$1.50
Assorted half dozen at \$15.60 dozen



"MISSES"
G174—10k Green, \$2.00
Assorted half dozen at \$22.80 dozen



"BOYS"
G175—10k Green, \$3.00
Assorted half dozen at \$32.80 dozen



"GENTS"
G176—10k Green, \$4.50
Assorted half dozen at \$45.00 dozen



G177—10k Green, White Top. Hand Engraved. \$8.00



MASONIC, I.O.O.F.,
OR K. of C.

G1710—10k Green Enamel Emblem. White Gold Border. \$8.00



10k YELLOW
G178 — A Popular Style
Hand Carved \$9.00



E.S. OR REBEKAH
G179—14k White. Enamel Emblem on Black Onyx. \$6.00



B.P.O. ELKS
G1711—10k Green, Raised Emblem on White Gold. \$12.00

Gifts of Beauty



G181—14k White. Black Onyx set with Diamond. Hand Carved. Always in Fashion. \$18.00



G182—14k White. Black Onyx set with Pearl. Very popular. \$10.00



G183—10k White. Black Onyx set with Pearl. \$7.00



G184—10k White. Topaz or Sapphire. \$6.50



G185—10k White. Topaz or Amethyst. \$6.50



G186—10k White. Topaz or Aquamarine. \$6.50



G187—10k White. Stone Set. \$7.50



G188—Genuine Black Onyx Mounted with Finest Cameo. 14k White Gold. A Real Treasure. \$40.00

*A Cameo—
Appreciated by
all. A Treasured
Work of Art.*



G189—Fine Cameo Mounted in White or Green Gold. \$30.00

Distinction In Gift Giving

JEWELLERY CARRIES THE MESSAGE OF THE HEART



G191—Diamond Set White Gold Bar Pin
\$20.00



G192—Diamond Set White Gold Bar Pin
\$25.00



G196—10k White Gold Flexible Bracelet.	Distinguished appearance.	Three Sapphires	\$24.00
G197—10k White Gold Flexible Bracelet.	Distinguished appearance.	No Sapphires	21.00



G198—Same as above. Set with Diamond in centre.....\$40.00



G193—Diamond Set Bar Pin \$30.00



G194—Diamond Set Bar Pin. \$40.00

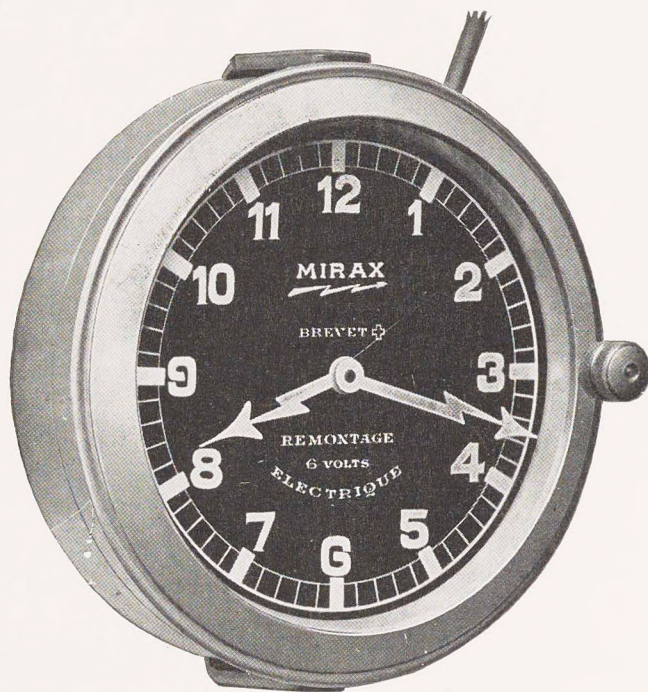


G195—This design may be had with several Diamonds
with platinum top from \$50.00 to \$150.00 each.

Electric Clocks

A NOVEL AND USEFUL GIFT

CAN BE
ATTACHED TO
WALL AND RUN
FROM DRY CELL



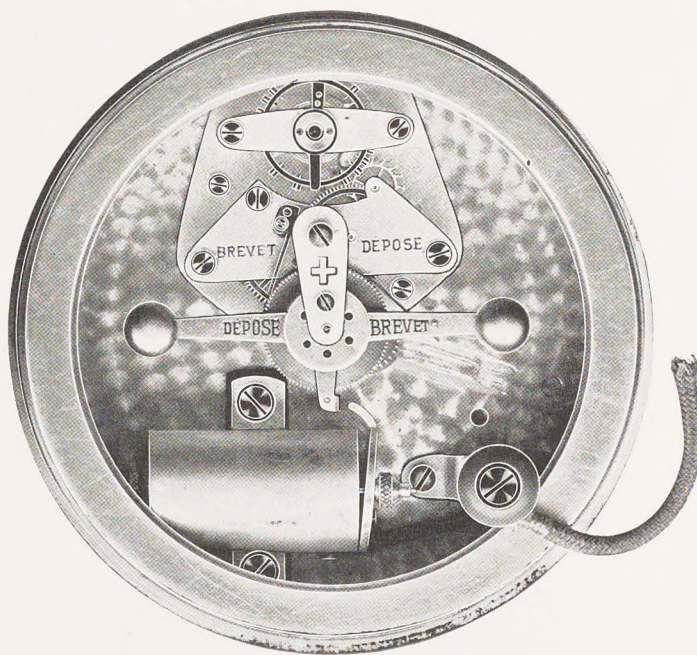
AN IDEAL HOUSE
OR OFFICE
CLOCK

G201—Electric Clock—Screw-on type. Fits any standard car. \$14.50

SIMPLE
MOVEMENT

Attach securely to
dash and connect to
live wire, then it runs
continuously.

Uses practically no
electric current.



NOTHING TO GO
OUT OF ORDER

NO WINDING

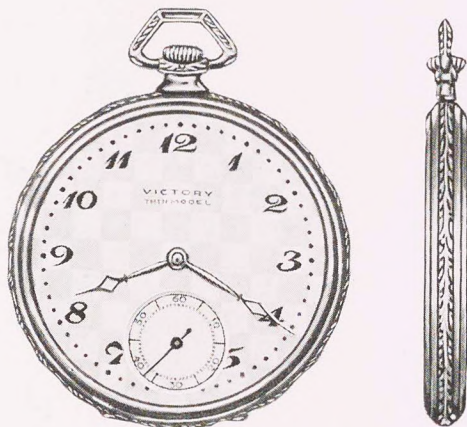
EASILY SET

Unequalled Special Watch Values

“Victory”

(THIN MODEL) 17 JEWELS

A REALLY OUTSTANDING
WATCH



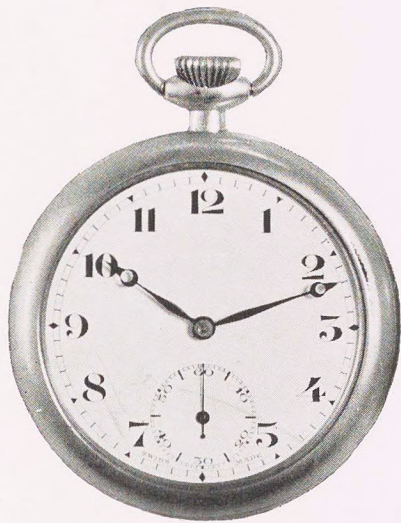
CHECK YOUR STOCK

G211—17 Jewels, Engraved Back and Edge.
Raised Figure Dials. Assorted. \$10.00
Special in lots of 6 at \$9.50

“Governor”

15 JEWELS, STRONG NICKEL CASE

*The same guarantee as the
finest watches made.*



*One of the biggest selling
individual watches made.*

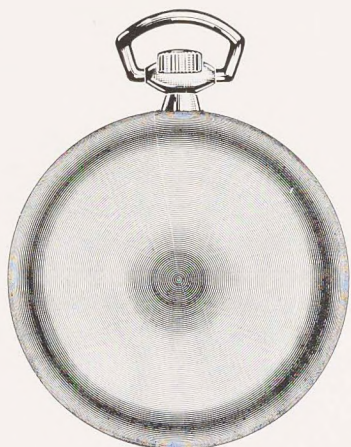
G212—15 Jewels, asst'd dials \$7.00
Special in Dozen Lots \$6.50

WE ARE SOLE AGENTS FOR CANADA FOR ALL OUR WATCH LINES

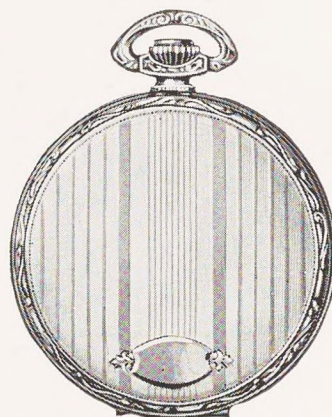
New Prices—Bigger Values

Tyme Watches

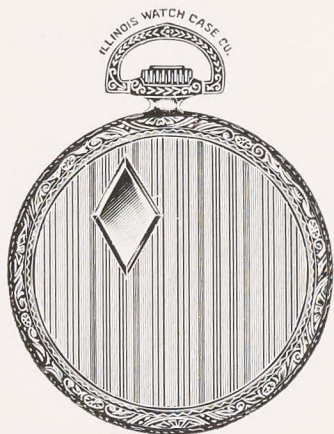
WHITE ENAMEL OR FANCY METAL DIALS IN 12 SIZE



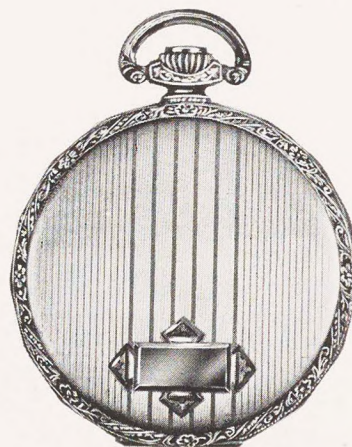
G221—Plain A.W.C., S.B. & B., Nickel Case. 12s or 16s 7-jewel Tyme Movement. \$8.50



G222—Fancy Yellow, Green or White Gold Filled Case (Derby). 12s 7-Jewel Tyme Movement. \$12.50



G223—Chromium Fancy S.B. & B. Case. 12s or 16s 7-jewel Tyme Movement. \$9.50



G224—Fancy A.W.C., S.B. & B. Case 12s or 16s 7-Jewel Tyme Movement. \$8.90

G225—12 or 16 size 7-jewel Tyme movement. Special value \$6.00

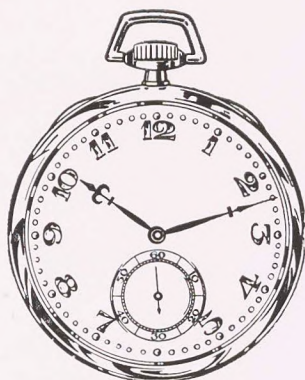
THE MOST STANDARD MEDIUM PRICED WATCH ON THE MARKET

Interchangeable with 12 and 16 size "Admiral" materials

Victory Watches

17 JEWELS

REAL TIMEKEEPERS AT
SPECIAL IMPORTERS'
PRICES.

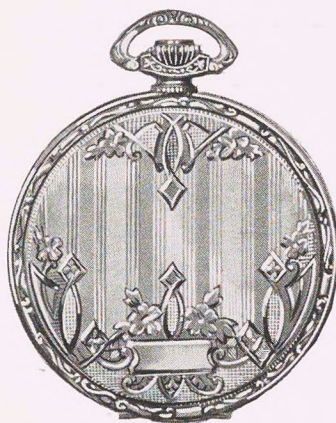


CARRYING THE SAME
GUARANTEE AS THE
FINEST WATCHES MADE.

G231—12 size Yellow Gold Filled case
(Empress), 17-jewel Victory Movement.
\$12.50

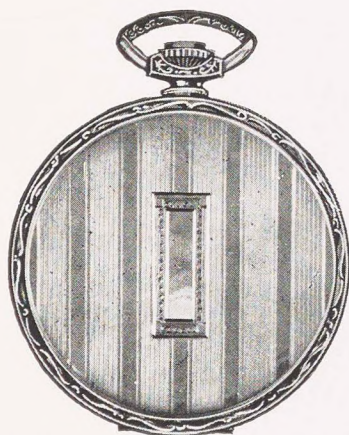


G232—12 or 16 size Fancy Nickel
A.W.C. case, 17-jewel Victory
Movement. \$10.00

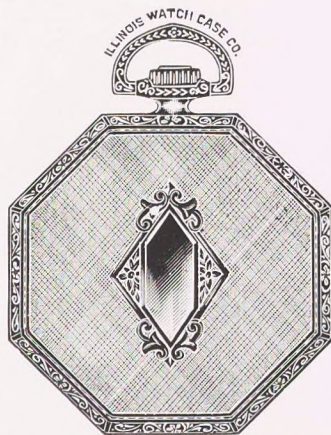


G233—12 size Finest Engraved Green
Gold Filled (Cashier) Case, 17-jewel
Victory Movement. \$25.00

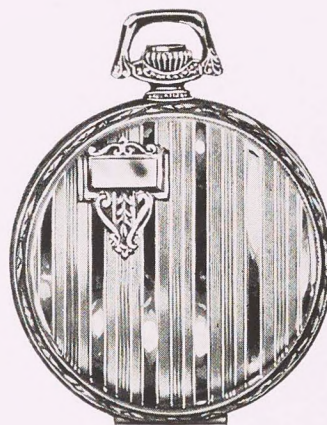
WE CARRY FULL LINE OF MATERIAL FOR ALL OUR WATCH LINES



G234—12 or 16 size Fancy White,
Green or Yellow Gold Filled Case
(Derby), 17-jewel Victory Movement.
\$11.00



G235—12 size Fancy White or Green
Gold Filled Case, 17-jewel Victory
Movement. \$15.00

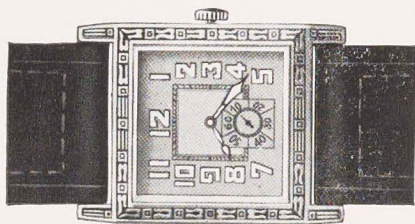


G236—12 or 16 size Fancy Chromium
(White) Case, 17-jewel Victory Move-
ment. \$10.50

G237—12 or 16 size 17 jewel Victory Movement. Assorted Dials \$7.00

Men's Wrist Watches That Sell

NEW ATTRACTIVE MODELS



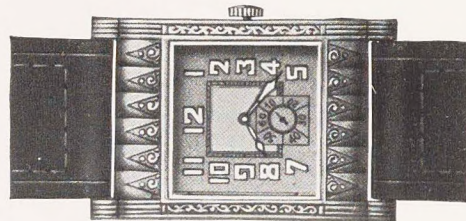
G241

Special Values

10 1/2 Ligne 15-jeweled Movements, Radium Dials.

Distinguished Shapes in Newest Chromium (White) Cases. Finest Suede Strap.

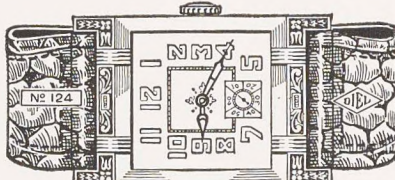
\$11.00 each



G242



G243



G244



G245

Feature Value



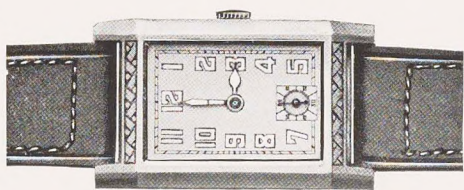
G246—12 Ligne 15-jeweled Movement, Chromium Case, Radium Dial. A sturdy watch. \$9.00

All Watches carry the same Guarantee as the most expensive Watches made.

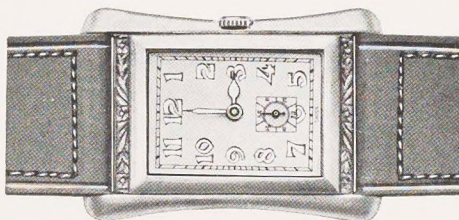
Our Watches are all the product of the Hyde Watch Company.

Makers of fine Watches for three generations of the same family.

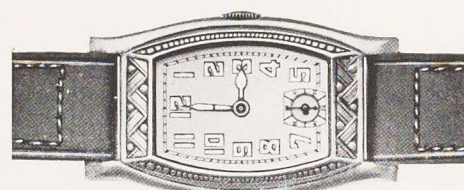
Finest 9 3/4 Ligne 15-Jeweled Movements



G247

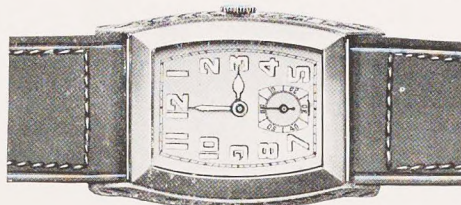


G248

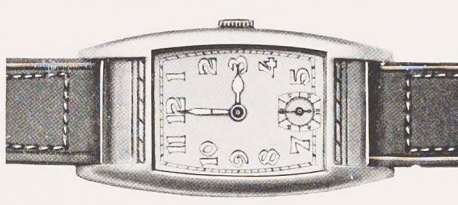


G249

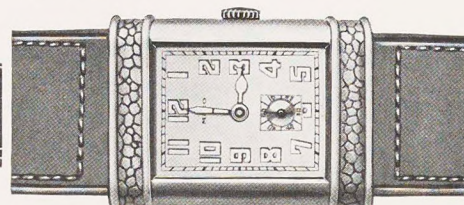
EXCLUSIVE MASCULINE STYLES—IN CHROMIUM CASES—RADIUM DIALS



G2410



G2411



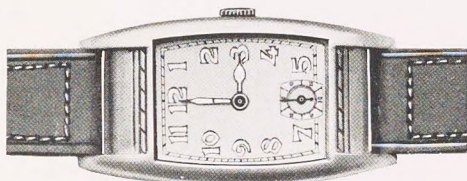
G2412

YOUR CHOICE—\$18.00 EACH—ORDER BY NUMBERS.
SEE PAGE 31 FOR METAL STRAPS TO FIT AND MATCH THESE WATCHES

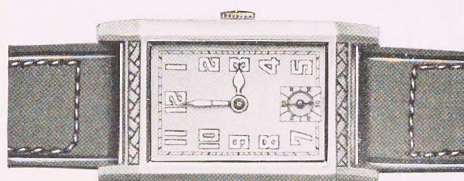
Solid Gold and Gold Filled Strap Watches

TWO GREEN GOLD FILLED MODELS WITH FULL SIZE 8½ LIGNE TONNEAU SHAPED MOVEMENTS

Radium Dials



G251



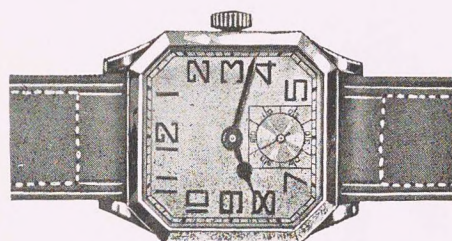
G252

\$20.00 EACH

MADE FOR SERVICE AND STYLE

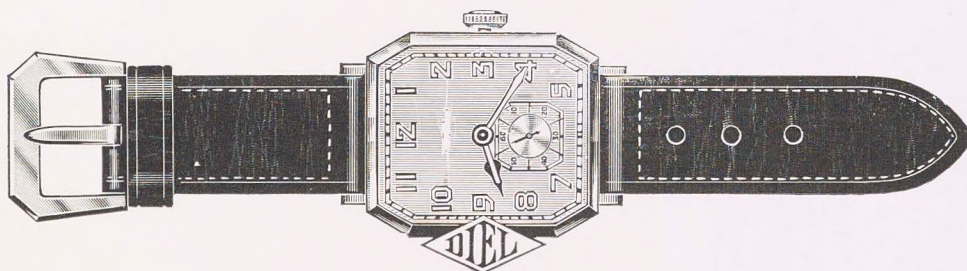


G253—10½ Ligne 15-jeweled Movement, Green or White Gold Filled (Cashier) Case, Radium Dial. \$21.00



G254—10½ Ligne 15-jeweled Movement, Green Gold Filled (Cashier) Case, Radium Dial. \$21.00

G255—Same, 14k Green Gold. \$45.00



G256—10½ Ligne, 15-Jeweled Movement. Yellow Gold Filled (Fortune) Case. \$20.00

TO A MAN WHOSE TIME IS MONEY—A GOOD WATCH IS A NECESSITY—NOT A LUXURY

The Round 10½ Ligne Wrist Watch For Utility

A Special Feature

ASSORTED BEZEL
DESIGNS
THE BIG SELLER



IN LOTS OF
SIX, ASSORTED
AT \$6.80

G261—10½ Ligne 15-jeweled Movement, White Case.
\$7.00



G262

10½ Ligne 15-jeweled movement. "Sturdy" Gold Filled (White or Green) Cases.
New and Attractive Time-keepers. \$9.50



G263



10½ Ligne HYDE, 15-Jeweled Movement.



TONNEAU



PRINCESS



OCTAGON



DIAMOND



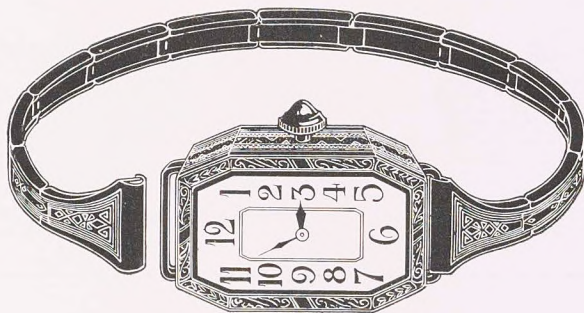
CUSHION

G264—10½ Ligne, 15-Jeweled Movement, White or Green Gold Filled (Derby) Cases. 5 Shapes \$ 9.00
G265—10½ Ligne, 15-Jeweled Movement, White or Green Gold Filled (Cashier) Cases. 5 Shapes 10.60
G266—10½ Ligne, 15-Jeweled Movement, White or Green 14k Gold, Tonneau, Diamond or Octagon. 18.90

A LARGE RANGE OF WATCH BRACELETS ON PAGE 30

Hyde 6³/₄ Ligne Ladies' Watches

Wonder Value



G271—6³/₄ Ligne Rectangular, 15-jeweled Movement, Green or White Gold Filled (Derby) Case with Expansion Bracelet. \$14.00

Fashionable Models

MUCH IN FAVOUR



G272
Green or White



G273
Green



G274
White

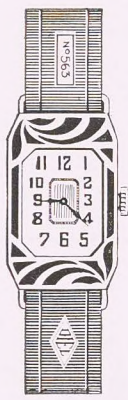
6³/₄ Ligne Rectangular 15-jeweled Movement, Gold Filled Cases. \$17.50

Popular Enamelled Cases

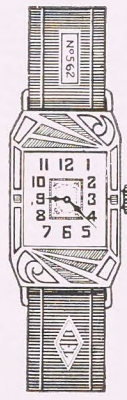
ASSORTED COLOURS



G275



G276



G277

6³/₄ Ligne Rectangular 15-jeweled Movements, Coloured Enamel on Chromium. \$15.80



G278—14k White Gold, Hand Engraved, 6³/₄ Ligne, 15-jeweled Movement. \$22.00
G279—White Gold Filled. \$16.00



G2710—14k White or Green Gold, 15-jeweled Movement. \$21.90



G2711—White or Green Gold Filled (Cashier) case, 15-jeweled Movement. \$16.00

A WATCH BRACELET WILL OUTLAST MANY RIBBONS—SEE PAGE 30

6½ Ligne Oval Watches — 15 or 17 Jewels

Special Feature Value



"PANSY"

G281—White or Green Gold Filled (Derby) Case, 6½ Ligne Oval, 15-jeweled Movement. \$15.00

Fashion Demands Colour Newest Cases



G282



G283

These distinguished Models in coloured Enamel are the newest creations of the Season. Chromium base. Very durable. With 6½ Ligne 15-jeweled Oval Movement.

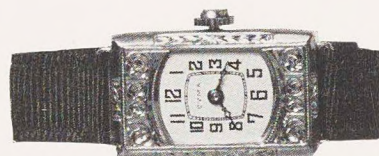
\$17.00



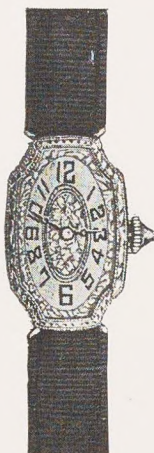
G284



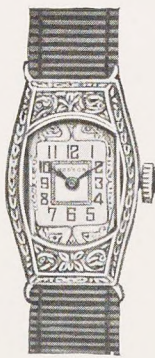
G285—Diamond Shape Chromium Case, 6½ Ligne Oval 15-jeweled Movement. \$16.00



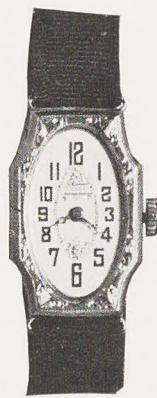
G286—Louise Model, White or Green Gold Filled, Hand Engraved, 6½ Ligne Oval 15-jeweled Movement. \$18.00



G287



G288



G289



G2810

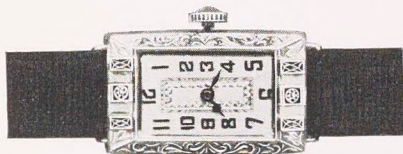
14k White or Green Gold Case, 6½ Ligne Oval, 15-jeweled Movement, \$24.00. With 17-jeweled Movement \$33.00
White or Green Gold Filled Case, 6½ Ligne Oval, 15-jeweled Movement, \$18.00. With 17-jeweled Movement \$27.00

SEE PAGE 30 FOR NEWEST SHOWING OF WATCH BRACELETS

Diamond Set Ladies' Watches

GIFTS THAT HAVE DIGNITY

$6\frac{3}{4}$ Ligne, Rectangular 15-Jeweled Movement



G291—2 Diamonds, 2 Sapphires, 14k White Gold Case with 15-jeweled Movement. \$42.50

G292—2 Diamonds, 14k White Gold Case, 15-jeweled Movement. \$38.00



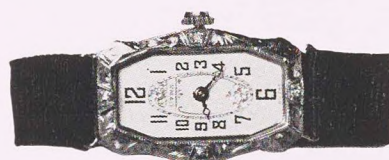
G293—14k White Gold Case, 4 Diamonds, 15-jeweled Movement. \$50.00

$6\frac{1}{2}$ Ligne Oval Movements, 15 or 17-Jewel Movement



G294—14k White Gold, 2 Diamonds, 4 Sapphires, 15-jeweled Movement. \$45.00

G295—14k White Gold, 2 Diamonds, 15-jeweled Movement. \$40.00



G296—14k White Gold, 4 Diamonds, 15-jeweled Movement. \$50.00

G297—14k White Gold, 6 Diamonds, 15-jeweled Movement. \$65.00

If desired with 17-jeweled Movement add \$9.00 to above prices.

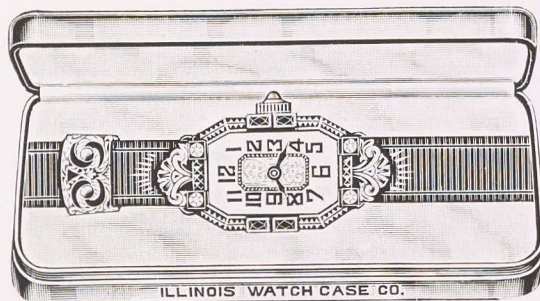
Newest Models in $4\frac{3}{4}$, 5, $5\frac{1}{4}$, $5\frac{1}{2}$ Ligne Watches



ALL WITH 17-JEWELLED MOVEMENTS

We have a good selection of 18k and Platinum Top Diamond Set Wrist Watches.

From \$200.00 to \$750.00 list.



A lovely range of small Watches in exclusive Antique Gold Cases have just arrived. Too late to illustrate.

\$60.00 to \$90.00 list

NO TWO ALIKE—STRICTLY EXCLUSIVE—MASTERPIECES BY WATCH EXPERTS

Ladies' Wrist Watch Bracelets

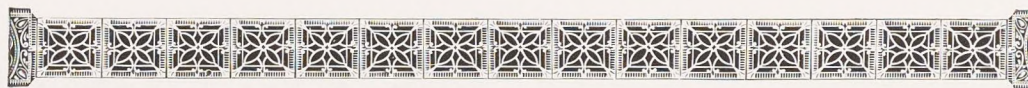
A WATCH BRACELET OUTLASTS DOZENS OF RIBBONS AND ELIMINATES FUSSING ADJUSTMENTS



G301—White, Green or Yellow Expansion Watch Bracelet \$1.50
G302—White, Green or Yellow. "Sturdy." Foolproof \$2.80



G303—Sturdymaid Lace. White or Green. Expansion and Centre Catch.....\$3.30



G304—Ladies' Lace Watch Bracelet. White or Green.....\$2.50



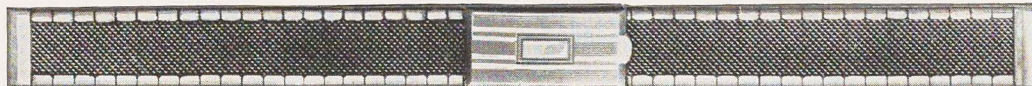
G305—Ladies' Fine Mesh Bracelet. White Chromium.....\$1.60
G306—Ladies' Fine Mesh Bracelet. Green Gold Filled.....\$4.00



G307—Ladies' Fine Texture Mesh Bracelet. Ornamental Edge. White Chromium.....\$2.70



G308—Ladies' Flexible Link Bracelet. Engine Turned Design. Highly Polished. Chromium.....\$2.50



G309—Ladies' Fine Texture Mesh Bracelet. Chromium. Green Gold Filled Edge and Buckle.....\$4.00

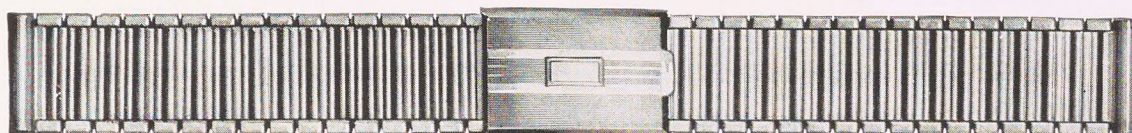
THESE WATCH BRACELETS ARE ADJUSTABLE AS TO LENGTH—COME ON CARDS OF SIX ASSORTED LUG WIDTHS

Gentlemen's Watch Bands and Straps

SELL A METAL STRAP WITH EVERY WATCH



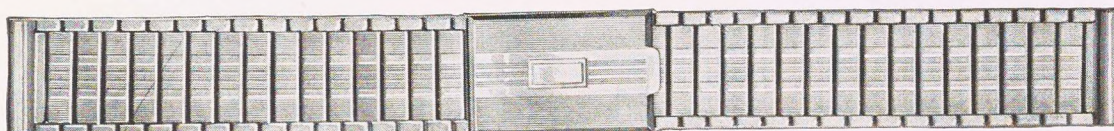
G311—Fine Mesh Strap for Gentlemen. Chromium \$1.60
G312—Gentlemen's Mesh Strap. Green Gold Filled \$6.00



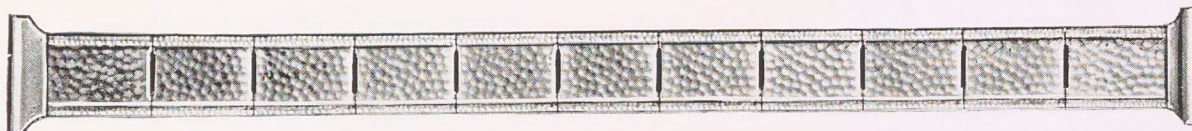
G313—Gentlemen's Flexible Strap, E.T. Design. Polished Chromium \$2.50



G314—Fine Texture Mesh Strap for Gentlemen, with Ornamental Edge. Chromium \$2.70
G315—Fine Texture Mesh Strap for Gentlemen, Chromium, with Ornamental Green Gold Filled Edge and Buckle \$4.50



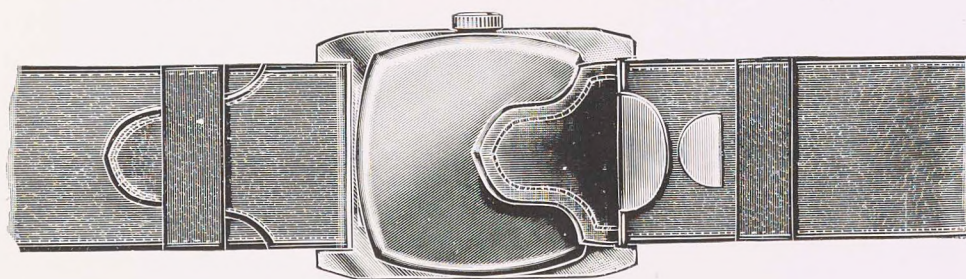
G316—Gents' Flexible Strap. Green, White or Yellow Gold Filled "Sturdyflex" \$5.00



G317—Gents' Expansion Watch Band. White \$2.00

The "TAB" Wrist Watch Strap

HAS THE SAME
APPEARANCE
AS
SEWN-ON
STRAP



FINEST
QUALITY
LEATHER

The only Strap that can be fitted to Watch where lug is close to the case.

G318— $\frac{3}{8}$ -inch Lug	\$6.00 Dozen	G3110— $\frac{5}{8}$ -inch Lug	\$ 9.60 Dozen
G319— $\frac{1}{2}$ -inch Lug	\$8.40 Dozen	G3111— $\frac{3}{4}$ -inch Lug	\$10.80 Dozen
G3112— $\frac{7}{8}$ -inch Lug	\$12.00 Dozen		

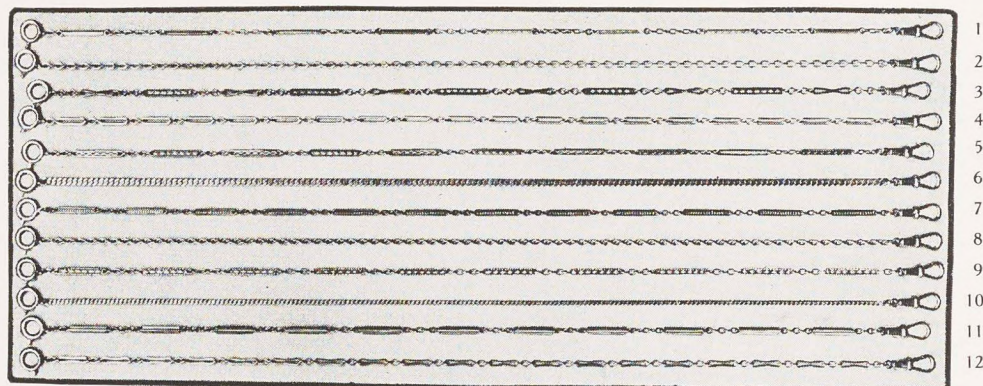
SOLD ON CARDS OF SIX (ONE WIDTH ONLY) ASSORTED LEATHERS AND COLOUR BUCKLES

Gifts That Please Men

Scarf Pins



WALDEMAR VEST CHAINS



GOLD OR
GOLD
FILLED
CHAINS

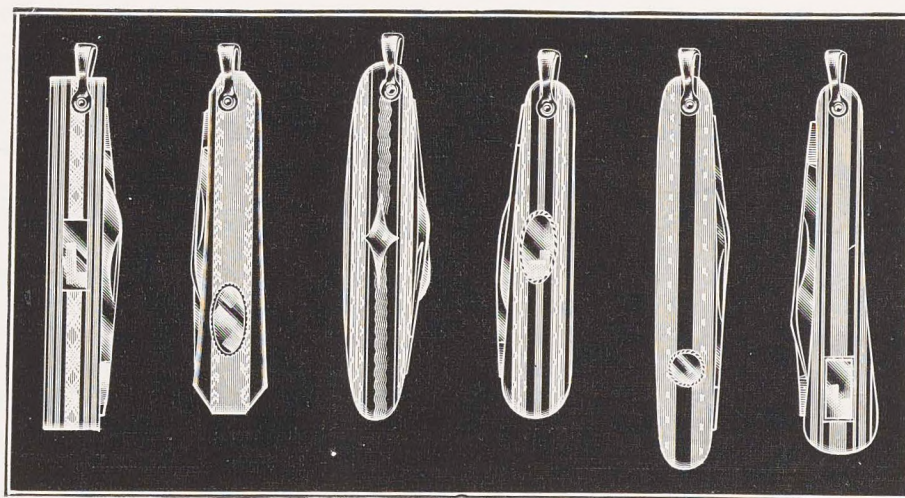
G3210—Gold Plated Vest Chain. White or Green or Two-Tone.....	\$1.50
G3211—Gold Filled Vest Chain. White or Green or Two-Tone.....	\$6.00
G3212—10k Gold Vest Chain. White or Green or Two-Tone.....	\$9.50



G3213—10k White. Two Fine Steel Blades\$6.00



G3214—10k Green. Fine Steel Blade and Nail File.
\$6.00

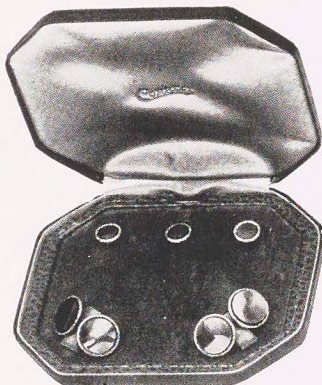


G3215—Gold Filled Vest Pocket Waldemar Knife. White or Green. In Plush Lined Box. Fine Finish.
Each \$2.50

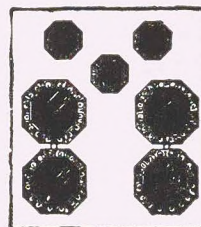
Links and Dress Sets For Men



G331—Green Gold Filled Collar Pin.
Each 50c

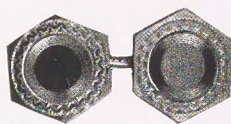


G332—Tuxedo Sets: Studs and Links. Black Pearl and White Border. Boxed \$7.00



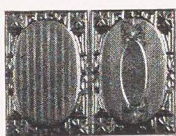
G333—Tuxedo Set: Links and Studs, Boxed. \$3.50

Sta-Lockt (Separable) Links



G334—Gold Filled Sta-Lockt Links. Green, White, Yellow or Two-Tone. Fine Finish. \$2.00

Big Sellers — 10k Green and White Links



A



B



C



D



E



F

G335—10k White or Green Gold. Engraved and Engine Turned Design.....\$4.50
G336—Fine Gold Filled Quality. Green or White.....2.00

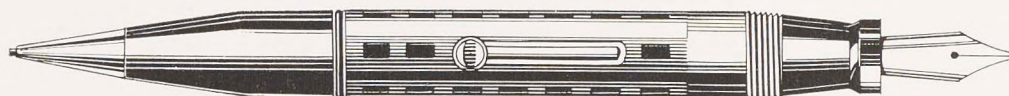
Eclipse Pen and Pencil Sets

FULLY
GUARANTEED
BY MAKERS



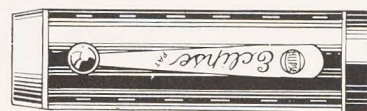
RETAIL
PRICE
\$5.00

G341—Black and White Pyralin in Pearl Effect, Tapered Ends, Gold Filled Trimmings, 14k Solid Gold Nibs, Iridium Pointed. Triple Action Pencil. Modernistic Gift Box. Sold in Sets only.....\$6.70 List



RETAIL
PRICE
\$3.50

STANDARD
ECLIPSE PEN
AND PENCIL.



G342—Eclipse Dual Duty Fountain Pen and Triple Action Pencil Combined. Just the thing people have been looking for. Assorted Colours.....\$4.70 List

Eclipse Desk Set

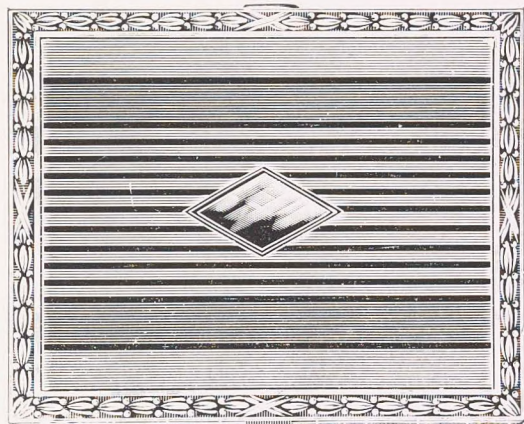
Swivel Socket with self-filling Pen, making it possible to lay pen in any desired position.



RETAIL PRICE
\$4.50
AN IDEAL GIFT

G343—Complete in Gift Box. Assorted Colours.....\$6.50 List

Cigarette Cases, Lighters and Sets



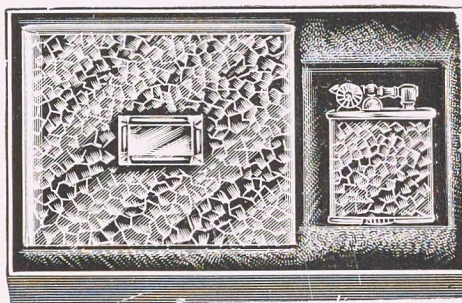
G352—White and Green (Two-Tone), Beautifully Decorated, Gilt Lining, Assorted, Rounded Edges. \$3.50



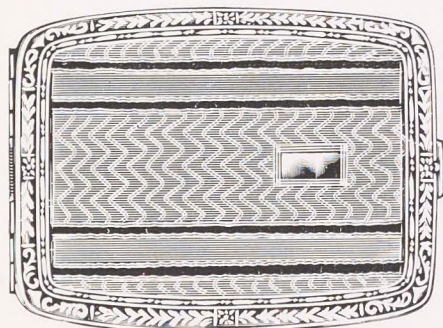
G351—White Finish, Engine Turned Design, Rounded Edges, Assorted Decorations. \$2.00



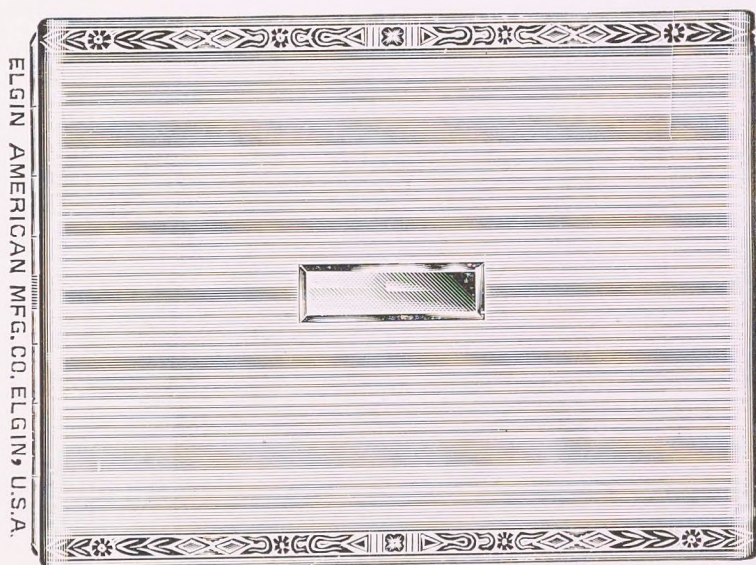
G353—Ladies' Cigarette Case and Small Lighter that Lights. White or Green Gold Finish, in Box. \$12.00



G354—Gents' Cigarette Case and Real Lighter. White Gold Finish, In Box. \$9.00



G355—Ladies' Cigarette Case with Enamel Decoration. White Finish. \$4.00



G356—Sterling Silver Cigarette Case, Engine Turned and Engraved \$14.00
 G357—Sterling Silver Cigarette Case, Rich Brocade Design \$16.00
 G358—Sterling Silver Cigarette Case, with Gold Inlay \$20.00

Novelties - Hand in Hand with Fashion

Hat Ornament or Shoulder Pin



HALF ACTUAL SIZE

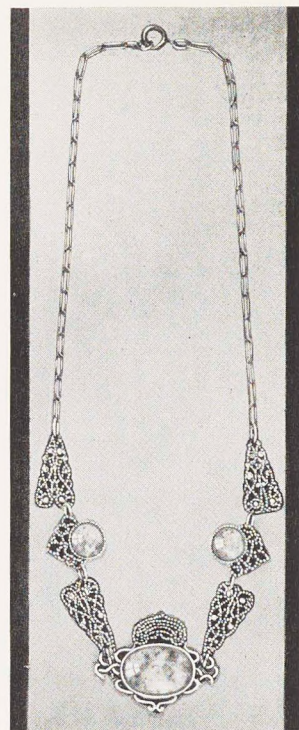
G361—New Rhinestone Pendulum
Brooch, White. \$3.00

Shoulder Brooch



HALF ACTUAL SIZE

G362—Rhinestone and Sapphire Dress
Brooch. Silver Finish. Assorted
Shapes. \$4.50



G363—Antique Silver Finish Choker Necklet.
Jade, Coral and Light Blue Opaque Stones.
\$2.00



G364—Antique Silver Finish Choker Necklet. Light Green, Red and Topaz Opaque
Stones. \$2.80



G365—Silver Finish Choker Necklet. Coloured Stones and Enamelled Links. Six
Assorted Colours. \$2.00



G366—Silver Finish Choker Necklet. Six Assorted Colours in Flower Stones. \$2.00



G367—Silver Finish Choker Necklet. Six Assorted Colours of Stones. \$2.00

SEND FOR SPECIAL DOZEN ASSORTMENT OF CHOKERS (ALL DIFFERENT) \$21.60 DOZEN

Style Need Not Be Costly



G371—Ensemble Set. Choker, Earrings, Bracelet and Brooch. Antique Silver Finish. Chrysoprase, Black Onyx, Cornelian or Chalcedony Stones. Very Fashionable Colours. Set.....\$5.00

18-INCH CHAIN AND
PENDANT DROP



$\frac{3}{4}$ ACTUAL SIZE

G372—White Stone Drop with
Fine Sterling Chain, 18 inches long.
\$4.50.

30-INCH GOLD FILLED AND
STONE NECKLET



G373—Green Gold Filled Chain
with Alternate Rondell Stones and
Drop. Topaz, Amethyst, Ceylon
Sapphire or Crystal Colour. \$7.50



G374—Satin Yellow Finish Buckle
Bangle.....\$4.00



G375—Pearl Drop Ear-
rings, Assorted Colours.
Dozen \$8.40

G378—Pearl Button
Earrings, Assorted
Colours, Dozen \$6.00



G376—Green Gold Finish, Spanish Style Earring.
Dozen.....\$9.60



G377—Silver Finish Earring. Assorted Colour Stones.
Dozen.....\$12.00.

"Let Jewellery add the finishing touch."

Costume Jewellery

SOCIALLY SPONSORED

Flat Pearl Choker



G381—Pearl Choker Necklet in Modernistic Shape. \$2.00



G382—Pearl Choker, Sterling Clasp. Colours: Sun Tan, Brown, Burnt Orange, Blue or White. \$4.00



G383—White Chanel Necklet.....\$5.00



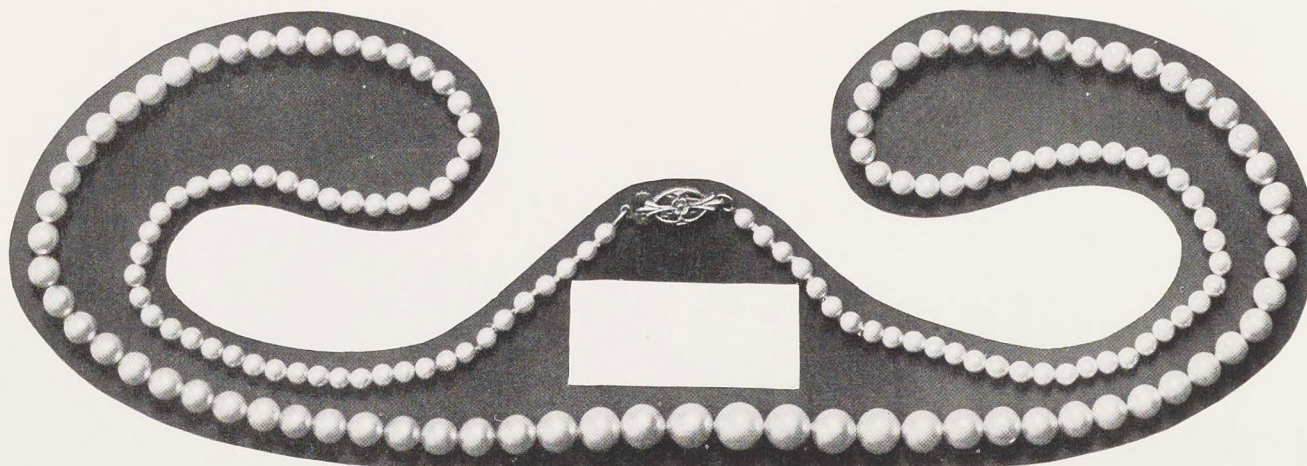
G385—White Chanel Bracelet.....\$2.50

G386—3-Piece Chanel Ensemble as shown above. Choker, Bracelet and Earrings to Match.....\$8.00



G384—Earrings, White Chanel. \$2.00

Fine Quality Pearls—Positively Indestructible



G387—Oriental Pearl String of Finest Graduation and Lustre, 30 inches. 14k White Clasp, in Gift Box.....\$15.00
G387—Oriental Pearl String of Finest Graduation and Lustre, 24 inches. 14k White Clasp, in Gift Box.....\$14.00
G387—Oriental Pearl String of Finest Graduation and Lustre, 18 inches. 14k White Clasp, in Gift Box.....\$12.00

The Modern Vogue in Accessories

Flexible Bracelet, Very Popular

IN PLUSH LINED GIFT BOX



HALF ACTUAL SIZE

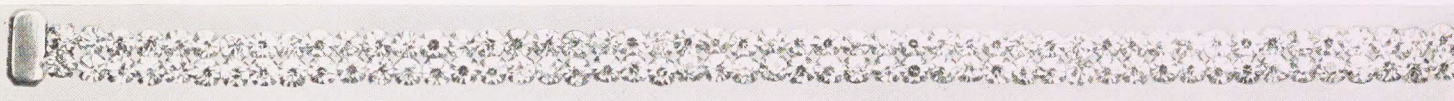
G391—White Stone and Sapphire, White Gold Finish.....	\$ 7.00
G392—White Stone and Amethyst, Chromium.....	\$10.00
G393—White Stone and Topaz, Chromium.....	\$10.00



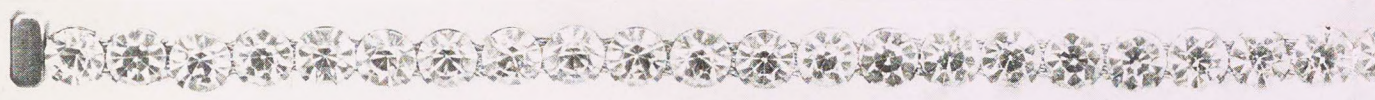
HALF ACTUAL SIZE

G394—White Stone and Sapphire Bangle Bracelet, White Gold Finish, Rich Appearance, in Gift Box.	\$15.00
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Chanel Necklets with Bracelet to Match



G395—White Stone Choker, 15-inch.....	\$3.50	G396—Bracelet to Match.....	\$1.80
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G397—White Stone Choker, 15-inch.....	\$4.00	G398—Bracelet to Match.....	\$2.00
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G399—White Stone Choker, 15-inch.....	\$4.50	G3910—Bracelet to Match.....	\$2.50
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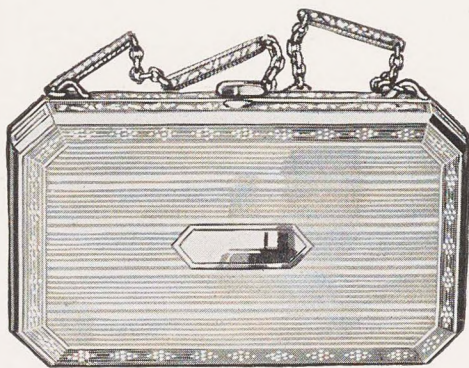
Fashionable Bakelite Chokers and Necklets



G3911—Coloured Bakelite Necklets with Gold Colour Decoration. Assorted Colours.....	\$3.50
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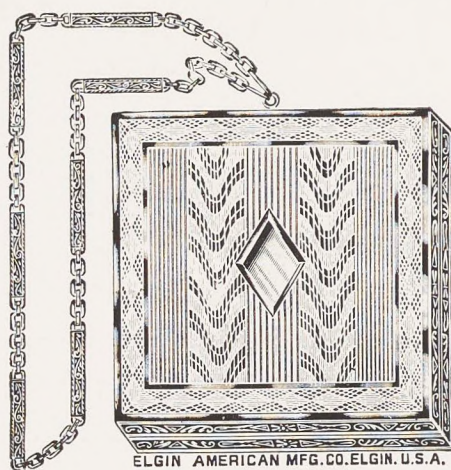
For Their Majesties—The Ladies

VANITIES FIT FOR A QUEEN



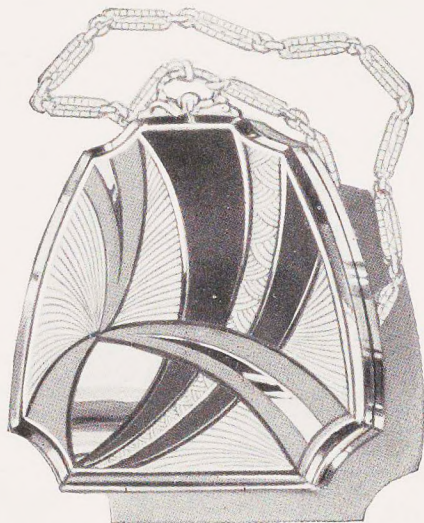
ELGIN AMERICAN MFG CO. ELGIN, U.S.A.

G401—Thin Style, White Gold Finish. Unbreakable Mirror, Rouge and Sifter \$4.00
G402—Same in Sterling Silver, Beautiful Coloured Dresden Enamel Border. Feature Value \$15.00



ELGIN AMERICAN MFG CO. ELGIN, U.S.A.

G405—White Gold Finish, Mirror, Rouge and Sifter, New Thin Style, Assorted Decorations \$2.50

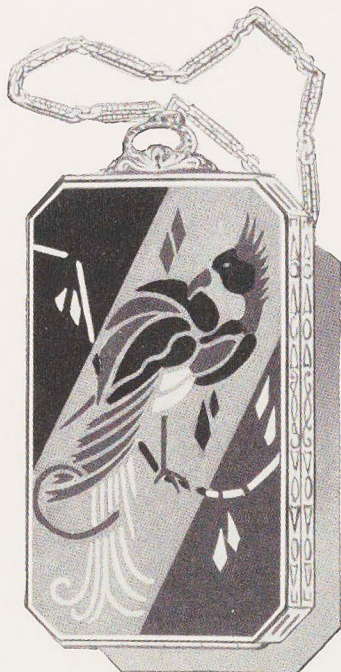


G403—White and Green Gold (Two-Tone) Finish. Mirror and Sifter \$3.50

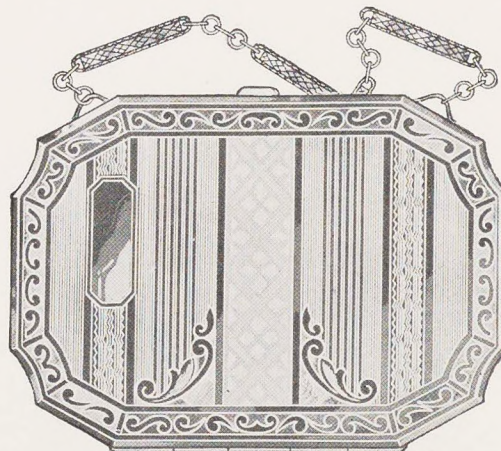


ELGIN AMERICAN MFG CO. ELGIN, U.S.A.

G406—Chromium, Mirror, Rouge, Lipstick and Sifter \$4.50



G407—Chromium, Enamel Front. Mirror, Comb, Rouge and Sifter. Special Value. \$4.50

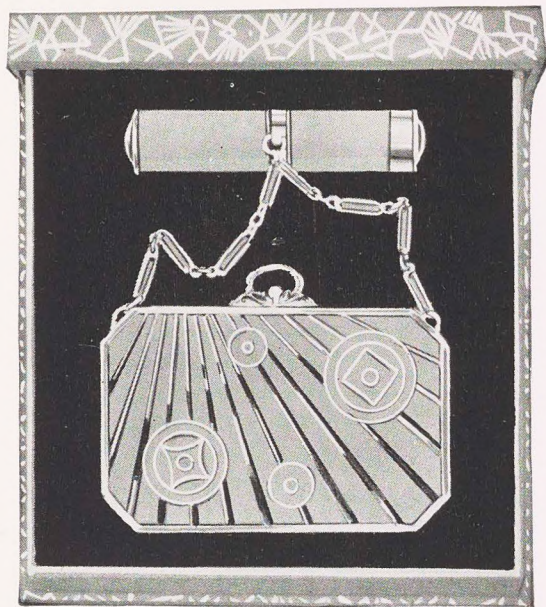


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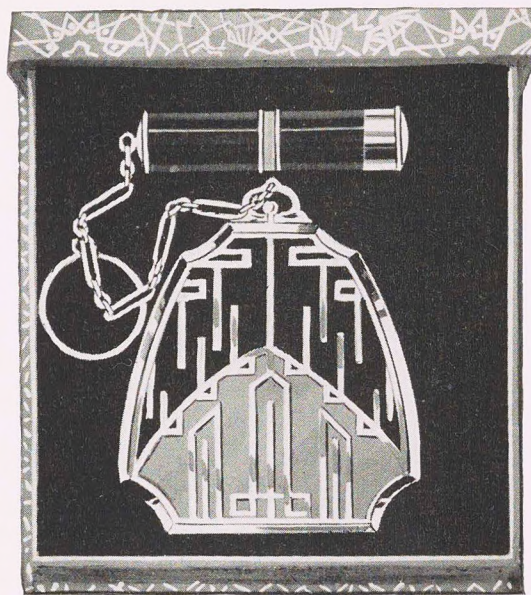
G404—Chromium, Beautiful Brocade Decoration. Mirror, Lipstick, Rouge and Sifter. \$5.00

The Pick of Many Dozens

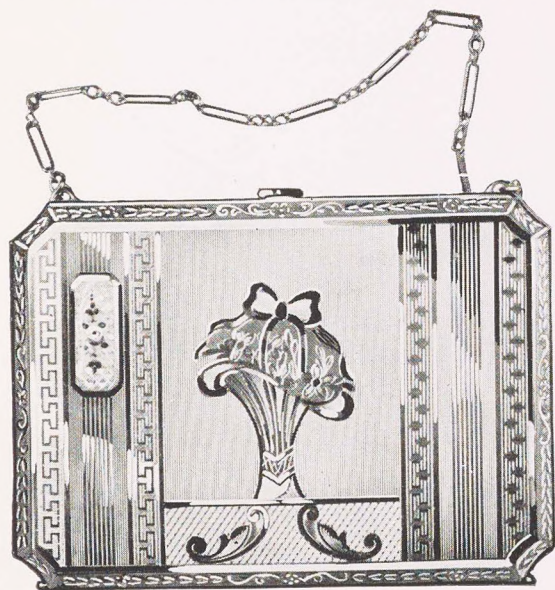
VANITIES OF ELEGANCE



ELGIN AMERICAN MFG. CO. ELGIN, U.S.A.
G411—Chromium. Enamel Inlay Front. Lipstick, Rouge and Sifter, Unbreakable Mirror. In Display Box. \$12.50



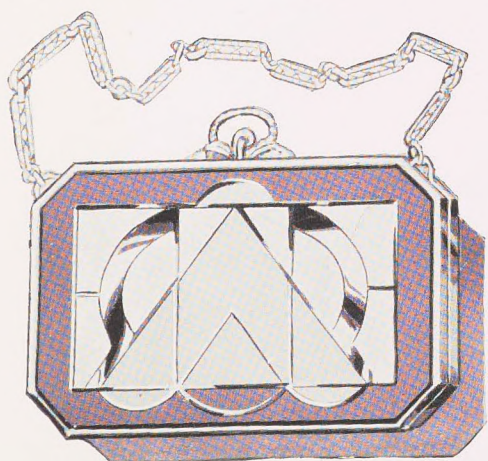
ELGIN AMERICAN MFG. CO. ELGIN, U.S.A.
G412—Chromium. Black and Red Enamel Inlay. Lipstick, Rouge and Sifter. Unbreakable Mirror. In display box. \$11.00



ELGIN AMERICAN MFG. CO. ELGIN, U.S.A.
G413—White and Green Gold Finish. Enamel Decoration. Lipstick, Rouge and Sifter, Coin Holders and Large Mirror. \$7.50



G414—Chromium. Coloured Inlaid Enamel. Large Mirror, Lipstick, Rouge and Sifter. \$9.00



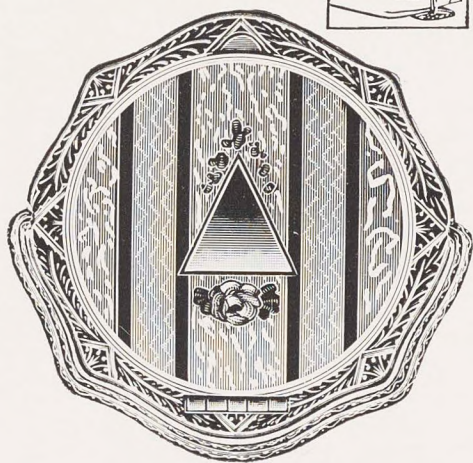
G415—Chromium. Enamel Inlay. Mirror, Rouge and Sifter, Thin Style Unbreakable Mirror. \$7.00



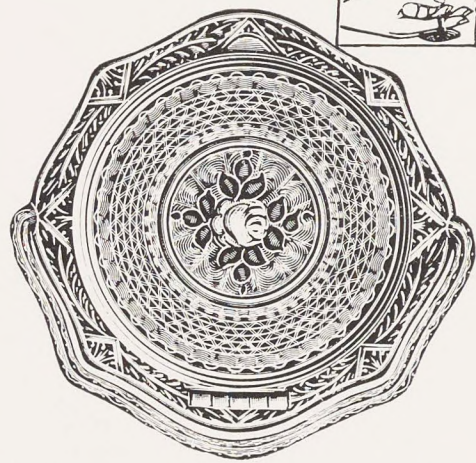
G416—Chromium. Enamel Front. Unbreakable Mirror, Rouge, Lipstick and Sifter. \$8.00

Quick Selling Vanities

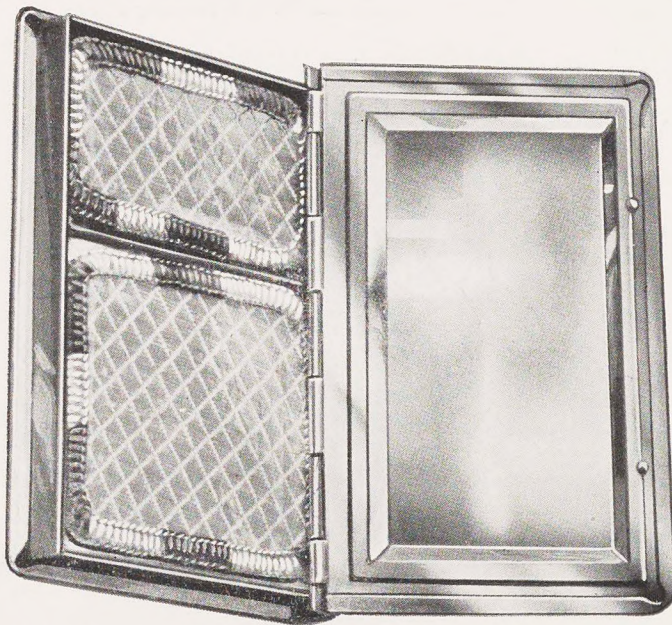
SHOW THEM — THEY SELL THEMSELVES



G421—Latest Style "Whoopee" Vanity. White Gold Finish. Handle, Mirror, Rouge and Sifter. \$3.00



G422—Very Popular New Style. White Gold Finish. With Enameled Front. Handle, Rouge, Mirror and Sifter. \$6.50



G423—New Book Style Compact. Gilt with Coloured Duco Top. Rouge and Powder. \$1.30



TWO-THIRDS ACTUAL SIZE
G424—White Gold Finish, Loose Powder Vanity. \$3.50

Six Assorted (3 Green, 3 White) Vanities

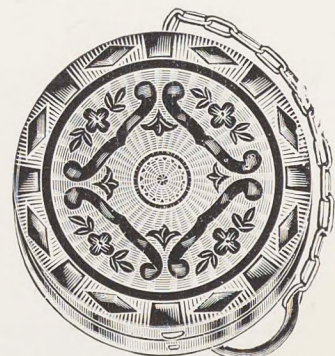
FOR LOOSE POWDER



A
G425—3 Green, 3 White Finish. Mirror and Sifter.....



B



C

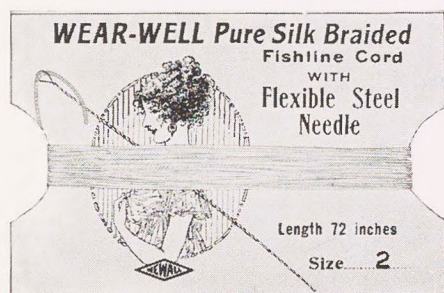
Per dozen \$12.00

Bead Cord Clasps

SOME SPECIAL VALUES



G431—"Wearwell" Bead Cord. 24 sealed packages, 72-inch Pure Silk Braided Fishline Cord with Needle. On Display Easel. Assorted sizes. Per Card (24) \$5.00



G432—"Wearwell" on Single Card. Sizes 1, 1½, 2, 3, 4, 6. Sold in Dozens of one size only. Dozen \$2.50

G433—"Wearwell" on 100-yard spool, any size. Spool \$7.00

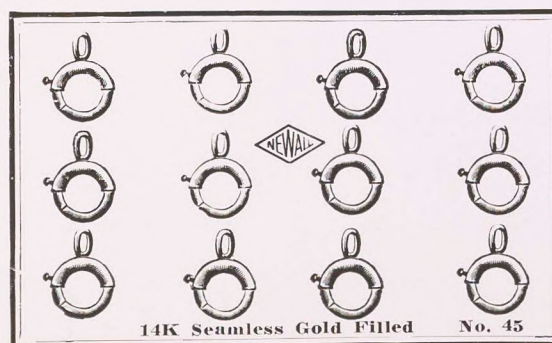


G434—White G.F., Safety Clasp. Card, Dozen

\$4.00

G435—14k White Gold Safety Clasp

\$1.50



G437—White or Yellow Plated Spring Ring and Jump Ring. Per Dozen \$1.20

G436—Flexible Bead Needles in Dozen Packages. Per Gross \$7.20

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WINNIPEG - CANADA

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Town and Province.....

Via _____ When Wanted _____ Terms: _____

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Bar Pins, Ony
Bar Pins, Ony
Bar Pins, Sto
Beads, Choke
Bead Clasps
Bead Cord
Bead N-

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STAMP

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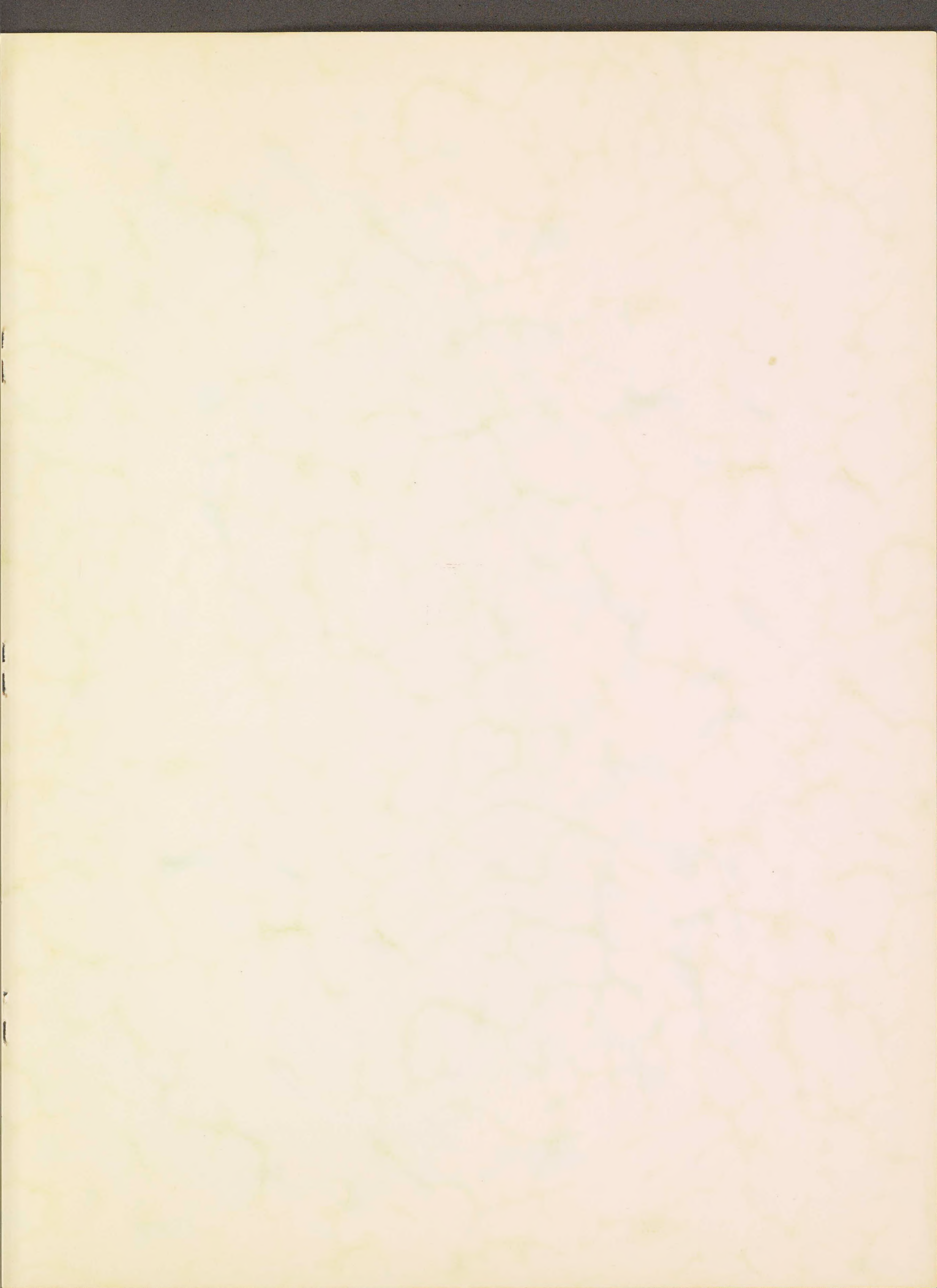
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HYDE WA

Jewellery Bo

Knives, Walc
Knives, Walc

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TRADE MARK REG

1930